



# womenworking.com

dare to live fully!

## E-NEWSLETTER

Womenworking.com publishes our engaging and informative newsletter, **"W" the Edge**, to thousands of loyal network members.

With the e-newsletter, our multi-faceted members have come to count on the quick tips, event announcements, inspirational ideas, and guest expert advice delivered regularly to their inboxes. In each issue, **"W" the Edge** highlights the latest information from Womenworking.com and focuses on a variety of hot topics which are relevant to our readers' lives.

Placing an ad in our newsletters will allow you to reach our rapidly growing audience of diverse, well-educated, goal-oriented career women.

### IMPRESSIONS

>> Reach approximately 3,000 women.

### OPEN RATE

>> 25.5%\* open rate

>> 31.3%\* click through

### DEMOGRAPHICS

>> 75% of members are between 20-50 years old.

>> 23% of our network are women of color.

>> 50% of our network members hold careers at the middle management, experienced non-manager or entry level across a variety of industries.

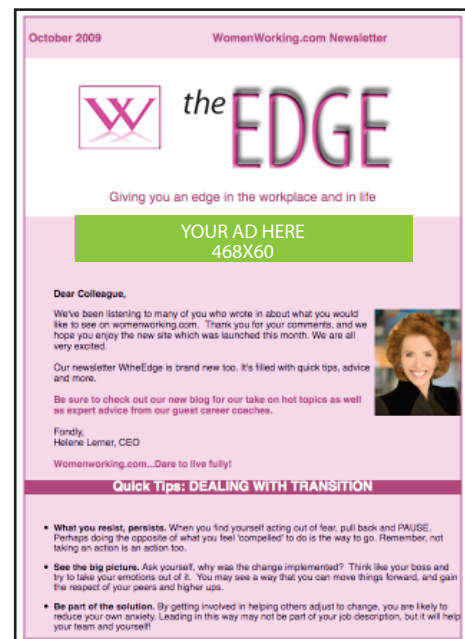
### AVERAGE HOUSEHOLD INCOME

>> \$50,000 - \$100,000

## SPECS >>

AD	Ad Size	468x60
	Placement	1x
	File Type	.jpeg, .gif, .eps
	PRICE POINT	\$1,000

For additional options, contact **Helene Lerner** at [helene@womenworking.com](mailto:helene@womenworking.com).



SAMPLE E-NEWSLETTER

\*Constant Contact; 6-month average as of May 2009